



THE UTAH CATTLEMAN



The official publication of the Utah Cattlemen's Association and the Utah Beef Council



The Cost of Being in the Ranching Business

Last month we had a great state summer convention up in Midway. We heard some counsel from our local sale barns and other marketing specialists, which caused me to reflect on being in the ranching business. I think of how cost-prohibitive it is to buy a ranch and pay for it with the money that comes from the crops and cattle. At today's prices, permits and cattle will cost anywhere from \$1,400 to \$1,600/head and land will cost you from \$500 to \$4000 per acre. You try and pay for that with \$1 per pound calf prices and \$100 plus per ton for hay. It doesn't add up on paper! You better have another money source in mind or a damn good banker. I visited with some of my local older cowboy friends to see how things were when they bought into the business. I found their stories really interesting.

My Uncle Lewis and Aunt Donna Blackburn, used to work for \$2 a day and sold their calves for 25-30 cents/pound. Donna told me that in 1930, her father agreed to buy her and her sister a new bike to share if calf prices were 8 cents per pound in the fall. She and her sister found a bike in the catalog and circled it with anticipation. Unfortunately, the calves never made 8 cents. Think of how discouraging it was for a little girl and her father not to be able to buy the bike. Lewis told me that during the depression in the 1930's, the government paid \$20 per cow and \$2 per sheep and drove them south of town and shot them. They wouldn't even let people salvage the meat. Nobody could afford to feed the livestock or to buy them. Barlow Pace of Loa, bought his first cows and permit for \$125/head, the farm for \$50/acre and the water for \$125. He sold on a bad year for 18 cents/pound and then sold a lot of other years for 25-30 cents/pound. My father, Duane Hallows, bought our mountain property and farm for little money at today's standards. However, it took a long time, plenty of hard work and a lot of doing without things to pay for it. There were times when all he could do was pay the interest for that year. Guy Pace told me that in 1946 he bought 150 yearlings for 12 cents per pound. He bought 160 acres of prime farm ground for \$30,000. He was working at the time for a man and team on the Torrey canal and got paid \$3 a day. Workers without a team received \$1 a day. He traded 1,190 sheep and a permit for 130 cows. He also said that he could buy a sack of bull derm for 5 cents and a package of cigarettes for 13 cents. Not that he would ever use them! My neighbor, Clifford Olsen, said that in 1936 a cow buyer came to buy their calves

and told them if they would quit using Jersey bulls on their cows he would give them 7 cents/pound instead of 6 cents. So they changed their whole operation and bought better beef bulls just for one more cent per pound.

I guess all in all, things have always been a little tough. When I asked these men if they wished they would have done something different, they all said they have had a great ride and a wonderful life. They all agreed it was a great way to raise a family. So in evaluating the cost of being in the ranching business, we have to remember all the other benefits that we enjoy. Here are some of the sights, smells and sounds of summer on the ranch that can never have a price tag: The first rays of sunlight, peeking over the mountains into the valley. The rows of sprinkler pipe shooting out water to the thirsty plants below. The sun glistening as it hits the spray of water; what a beautiful sight. Swathers that look like giant robots as they cut the alfalfa into neat little rows waiting to be baled. Nothing equals the smell of freshly cut alfalfa. The sound of balers going strong and sure. All kinds of haying equipment can be seen in the the fields.

Message Continues on page 7

UTAH CATTLEMEN'S ASSOCIATION
150 S 600 E #10-B
SLC, UT 84102-1961
801-355-5748
WWW.UTAHCATTLEMEN.ORG

NON-PROFIT
ORGANIZATION
U.S. POSTAGE PAID
SALT LAKE CITY, UT
PERMIT NO. 3933

Change Service Requested

UPCOMING EVENTS

- AUG 8 TAKE BACK UTAH RALLY
- AUG 10 AG LAGOON DAY
- SEP 10-20 UTAH STATE FAIR
- SEP 18 BEEF FEAST AT THE STATE FAIR - PLEASE MAKE PLANS TO ATTEND AND HELP WITH THIS GREAT BEEF PROMOTION!
- SEP 19 UTAH BEEF COOK-OFF AT THE FAIR
- SEP 19 KELLER CATTLE OPEN HOUSE
- SEP 26 AG DAY BBQ LOGAN, UTAH
- DEC 1-3 UCA WINTER CONVENTION
PLEASE NOTE THAT WE WILL BEGIN ON A TUES. THIS YEAR, NOT WED.

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MEMBERSHIP UPDATE

We would like to thank these new and renewing members that joined the Utah Cattlemen's Association.

Ron Stone - Gene Oslter - Dallen Quarnberg - Daniel Reeder

Ron Christensen - Scott Wallentine - Bill Gubler

Thousand Peaks Ranches - Stanley Wood - Steve Dalton

Deseret Land & Livestock - Burke Teichert - James Sewell

Floyd Tanner - Vernon Beef Project - Cache Valley Select Sires

Erik Grover - Boyd "BJ" Grover - Preston Grover

Merlin Grover - Glen Jensen

AG Lagoon Day

Monday, August 10, 2009

Lunch at 1 pm in the Davis Pavilion

Door prizes raffled off at 3 pm

Discount Tickets Available - \$27.00 each

Regular ticket rates are \$41.95 each

Contact the office to get your tickets

801-355-5748

NCBA Members Vote on Policies to Address Cattle Industry Challenges

Members of the National Cattlemen's Beef Association (NCBA) today approved a number of policy resolutions and directives to further critical industry priorities. The resolutions were passed by vote during the membership meeting at the culmination of the annual Cattle Industry Summer Conference.

"In this unprecedented economic and political climate, it's more important than ever that we have a clear strategy in place as we move forward to address the challenges facing the cattle industry," said Gary Voogt, NCBA president. "I'm extremely pleased with our discussions this week and I'm confident that these new policies will set us on the right course for a more profitable industry."

Animal identification was one of the most popular topics of discussion at the conference. NCBA's members voted to work towards an efficient national animal identification system that meets the needs of beef producers, while minimizing additional costs and maintaining confidentiality of producer, animal and premises information. NCBA will also work to ensure the system operates at the speed of commerce, integrates private-sector databases, and is phased-in within and between species.

Members also voted to amend current policy with regard to the H-2A Jobs Program. NCBA policy continues to call for meaningful immigration reform and supports passage of "The Agricultural Job Opportunities, Benefits and Security Act" (AgJobs) which would streamline the current H-2A program and make it more workable for the cattle industry. The amended policy recommends that provisions in the AgJobs bill ensure that all livestock workers are treated fairly and that the legislation retains provisions to address the unique and specialized occupations required for livestock production.

Members also approved a new policy to learn more about an emerging cattle virus with similarities to Bovine Viral Diarrhea (BVD) recently discovered in South America and southeast Asia to determine if surveillance is needed in the U.S. The policy encourages the U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) to adhere to and implement strict international biosecurity measures for pestiviruses, addressing shipment of animals and animal products.

In public lands news, as the number of big game animals increases in certain regions, state game management agencies have been unsuccessful in maintaining targeted population numbers. Because these big game can damage private pastures used for grazing cattle, maintaining a level population is important for cattle production. Big game animals tend to seek habitats on wildlife refuges and parks during hunting season, which prevents them from being hunted, and prevents game management agencies from managing their populations. For this reason, NCBA's members voted to request that the Department of the Interior authorize hunting of big game on these refuges and parks, similar to the programs currently in place for water fowl.

In order to increase efficiency in the purchase and sale of livestock, it's critical that certified local scale facilities are readily available. The Packer & Stockyard Administration mandates that livestock weights for purchase and sale must be from a scale certified twice per calendar year. Members resolved to work to streamline this process by urging the Packer & Stockyard Administration to allow all channels of trade on certified scales officially inspected within the previous 12 month period or in accordance with individual state statutes.

"There was lively discussion of all issues facing our industry, from government regulations to food safety," said Voogt. "Meetings like this provide a forum to share knowledge and reenergize our industry as we work together to address the challenges that lay ahead."

Nearly 800 cattlemen and women attended this year's conference, held July 14 – 18 in Denver, Colorado.



Summer Checkoff Update



Foodservice Marketing

Foodservice public relations targets restaurant menu decision makers. The June issue of Plate magazine included a five-page article entitled "Roam on the Range," which explores international variations on



the classic Texas-style Smoked Brisket. Recipes and photos illustrate the story.

The June issue of Food Arts magazine contains a two-page advertorial entitled "America's Cattle Ranchers – Everyday Environmentalists." The article features two family ranches and contains industry facts on environmental stewardship and conservation.

NCBA worked with Kraft to feature beef in two national coupon inserts in Sunday newspapers in May and June. These promotional ads reached consumers who enjoy beef both at home and when dining out. The inserts promoted hamburgers with A1 Steak Sauce and also stimulate foodservice beef sales by including Applebee's in one add and Burger King in the other.

NCBA is working with restaurants to identify and post "deals for dining out" on www.BeefItsWhatsForDinner.com. The objective is to notify consumers of steak menu specials.

Retail

NCBA worked with Walmart, Inc. and their Genuine Steakhouse

brand on a nationwide grilling campaign for the summer of 2009. The campaign involves cooking demonstrations in 690 supercenters nine different times this summer, as well as in-store signage and a consumer handout with grilling tips and selection/storage suggestions. Walmart will also feature summer grilling on their Web site, in-store TV and various advertisements.

NCBA launched the Middle Meat Mania campaign in June. It encourages retailers to feature steaks on sale to motivate consumer purchasing at a time when wholesale prices are lower than average.

The Kroger Company asked NCBA to help them launch a "Practice Safe Summer Grilling" campaign that gives consumers safe preparation and cooking tips for grilling meat this summer. The nationwide campaign (in more than 2,400 stores) includes stanchion signs, sign toppers, tear pads and consumer brochures.

Animal Health

NCBA has released a checkoff-funded radio ad in the Washington, D.C. metro area to address misinformation about antibiotics in agriculture. The 15-second ad will run for four weeks on a country station that reaches 219,000 adults and two weeks on a rock station that reaches 190,000 adults. Both stations will air 126 ads this month.

Media Relations

New chuck roll cuts and the beef industry's innovation in new product development continue to whet editorial appetites. Cutting demonstrations and interviews

with NCBA's Bridget Wasser were recently coordinated for The New York Times, KCFR-AM radio, Colorado Public Radio, and on Sunday, July 5, The Denver Post.

Kim Essex conducted an interview with Forbes.com on the beef industry's marketing efforts in lean economic times. The article appeared online in July.

Jane Gibson conducted an interview with Meatingplace on the state of the steakhouse. This article will appear in the August issue.

Consumer Advertising

As a result of the checkoff-funded media buy, bonus "advertorials" are appearing in the following popular magazines, all designed to inspire and motivate consumers to choose beef: Better Homes & Gardens (Aug '09, reaching 39 million women), Parents Magazine (June '09, reaching 15 million families), Men's Journal (Aug '09, reaching 3 million men) and Country Living (Sept '09, reaching 11 million readers).

To communicate to on-the-go consumers, NCBA has developed a new mobile recipe site called "BeefForDinner.com." This site will allow consumers to access content like recipes and shopping tips during key interaction points (meal planning, at the meat case, while in the kitchen), giving consumers the beef information they need, when they need it most. The site formally launches August 1.





Summer Checkoff Update



Issues & Reputation Management

NCBA worked with the California Cattlemen's Association to respond to a media request about E. coli vaccines. The resulting front-page July 2 San Francisco Chronicle article featured positive messages about the industry's commitment to beef safety.

NCBA provided support to correct misinformation associated with the documentary film "Food, Inc." around its June 12 premiere. This included helping a Florida producer respond to an erroneous article about the film with a letter published in the July 2 Miami Herald.

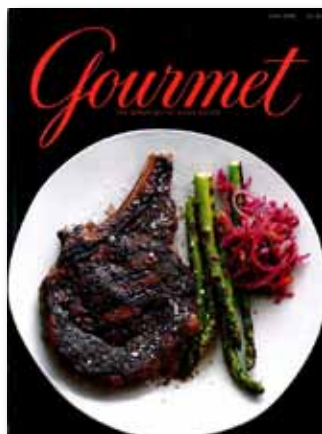
Masters of Beef Advocacy Program

The MBA program has enrolled more than 800 students in the first four months since opening its "virtual classroom" and more than 200 students have completed the six online courses (Modern Beef Production, Animal Care, Beef Safety, Beef Nutrition, Environmental Stewardship, and The Beef Checkoff). MBA commencement sessions have been held in Kansas, Illinois and New York, providing hands-on advocacy training to nearly 80 graduates. Commencement trainings will be held on July 14 in conjunction with the 2009 Cattle Industry Summer Conference in Denver.

Veal

The winner of the Veal Made Easy Sweepstakes attracted more than 390,000 unique entries on the Vealmadeeasy.com Web site, and 1,600 retailer participants.

Food Communications



NCBA conducted one-on-one beef demonstrations for 11 national food magazines, including Good House-keeping, Gourmet, Family Circle and Saveur, and 13 leading food bloggers in New York City. A beef grilling interview was broadcast on Martha Stewart Living Radio reaching more than 6 million listeners.

Two new content sections went live on BeefItsWhatsForDinner.com. "Summer Grilling" is the complete resource for grilling, highlighting tips, techniques and new recipe collections. BeefForDinner on Twitter was recently activated to help share recipes, preparation tips and positive news about beef. The "Beef.It's What's For Dinner." Facebook page now reaches more than 1,000 beef fans.

Nutrition Public Relations

The July edition of Cooking Light, which reaches 4.6 million readers, features "Protein Power" and recommends beef as a high-quality protein source, citing multiple beef checkoff-funded research studies.

Five top mommy bloggers across the country were selected to try lean beef recipes and share posts about their experiences using shopping tools, preparation tips

and recipes. Unique visitors to the site increased by 73% during the course of the blog campaign, compared to same five-week period in 2008.

NCBA disseminated a press release titled "Majority of Americans Aspire to Improve Their Skills at the Grill," announcing recent consumer survey results and offering tips on healthy grilling. The release is posted on BeefItsWhatsForDinner.com.

Nutrition Influencers

NCBA reached more than 1,200 health professionals in coordination with 18 state beef councils through webinars focused on the power of protein in optimal health. The webinars showcased four leading protein researchers.

A new "Beef Nutrition Basics" PowerPoint presentation has been developed for state beef councils, focusing on beef protein, its fatty acid profile and how beef contributes to a nutrient rich diet. The presentation is intended as a beef nutrition introduction for consumers and for nutrition influencers.

Protein-Rich Diet Boosts Benefit of Exercise

A study in the August 2005 Journal of Nutrition found that a diet rich in high-quality protein, coupled with a moderate exercise program, helped people improve body composition by losing significantly more fat and maintaining more muscle mass.¹

WHAT IS HIGH-QUALITY PROTEIN?
High-quality proteins, like lean beef, lowfat dairy products and eggs, provide the right amounts of all the amino acids, or "building blocks," your body needs in order to grow and function properly.²

TIP TO GO LEAN WITH PROTEIN
Building Block Breakfasts
■ Wake that coffee a little. The lowfat milk will give you a high-quality protein boost.
■ Power up your pita. Fill a whole grain pita with scrambled eggs for a portable breakfast.
Maximized Mid-Day Munchies
■ Pack a snack. Carry beef jerky for a handy, lowfat protein-powered treat.
■ Mix'n'match. Add some lowfat cheese to apple slices for a savory snack.
Lean Lunches
■ Add some flavor. Grilled sirloin or tuna steak adds a sizzle to any salad.
■ Take it with you. Hard-boiled eggs are easy ways to add protein to any meal.
■ It's in the middle. An open-face lean deli meat sandwich is a delicious lunch full of lean protein.
Satisfying Suppers
■ Keep it warm. Chili con carne with 95% lean ground beef or ground sirloin poultry is a satisfying way to get lean and stay warm.
■ Mix things up. Sliced flank steak or boneless pork loin will give a protein boost to any stir-fry.
■ Make it a power meal. Pair lean beef tenderloin with colorful veggies for a great-tasting nutrient burst.

This menu illustrates how easy (and great-tasting) it can be to reap bonus results from your exercise program by choosing high-quality proteins.

BREAKFAST	LUNCH	DINNER	SNACKS
Breakfast Sandwich Lean Deli Meat (1 oz) Lowfat Cheddar Cheese (2 oz) Whole Grain English Muffin (2 oz) Lowfat Milk (1 cup)	Turkey Sandwich Sirloin Turkey Breast (3 oz) Cheese (1 oz) Whole Grain Bread (1 slice) Mayonnaise (1/2 tbsp) Broccoli (2-3 spears) Half an Apple	Porterhouse Sirloin Steak (5 oz broiled) Whole Grain Dinner Roll (2 oz) Butter (2 tsp) Steamed Asparagus (1 cup) Seasonal Fruit Medley (1 cup)	Morning String Cheese (1 oz) Afternoon Steak Veggies (1/2 cup) Veggie with Lean Roast Beef (1 oz)

1. Layman D, Evans R, Baum J, Erickson D, Bellizzi R. Dietary protein and exercise have additive effects on body composition during weight loss in adult women. *Journal of Nutrition*. 2005; 135: 890-895.
2. Insel P, Turner R, Ross D. *Nutrition*. Jones and Bartlett Publishers. Sudbury, Massachusetts, 2002.

Utah Cattlemen's Association

From Capitol Hill to Capitol Reef....

Working
for you
and your
operation

Why Don't You Belong?

The UCA would like to speak for the entire cattle industry in Utah. Be proud of your industry, come join us, we need you. Answers to some of the excuses and reasons why beef producers don't belong are...

"Membership dues aren't my priority."

Some people view a UCA membership as a "donation" to the association; sort of like they are doing the officers a personal favor if they join. UCA dues are just that...dues. You owe them. Call them the cost of doing business. If the word "dues" is uncomfortable for you, call it "investment." Because that is exactly what it is...an investment for your future. Sort of like insurance to protect you from anti-beef activists and unfriendly legislators. Some people will spend a fortune on every kind of insurance but will balk at spending a few dollars to protect their whole industry.

"I don't agree with the UCA's policy position on a certain issue."

Okay. The fact is not everyone agrees with everything the UCA does, that's why we seek producer input each year at the policy development meetings and annual meeting. The only way a producer can impact the policy or position of UCA is by being a member.

"Just the big guys belong to UCA and NCBA."

Wrong. In fact, the UCA currently represents members having as few as 5 head of cattle. Daily, UCA represents each head of cattle in the state. It's up to you to pay your dues to support the organization that looks out for the business climate of your industry.

"I contribute to the beef checkoff."

Great. We support the mandatory beef checkoff and believe this program was the best thing to ever happen for beef promotion and consumer information programs. However, beef checkoff funds cannot be used for legislation and policy making in Salt Lake City and Washington D.C., where the largest impact in protecting the interests of the cattle business are made.

"I don't have time to get involved in the UCA."

Fine. You should only become as involved as you desire. However, that doesn't lessen your obligation to support the industry. Paying membership dues is the minimum requirement for being involved in the cattle industry. Only you can decide if you want more involvement.

UCA Membership Application

Name _____
Spouse _____
Ranch Name _____
Mailing Address _____

New Member: Yes _____ No _____
Recruited by: _____

Town, State, Zip _____
Phone _____
E-mail _____

Utah Cattlemen's Association (State Dues)

Cow/Calf Producers:

Cattle Owned: Dues

0 to 50 head.....	\$75
51 to 100 head.....	\$105
101 to 200 head.....	\$135
201 to 300 head.....	\$165
301 to 400 head.....	\$195
401 to 500 head.....	\$225
501 to 750 head.....	\$300
750 to 1000 head.....	\$375
Over 1000 head.....	\$100 + .30/head

Feedlot Operators:

\$150 plus 10 cents/head one time capacity

Associate Business Member

NON-VOTING

(MAY NOT OWN CATTLE)

STATE DUES.....	\$100
NATIONAL DUES.....	\$150

Cattlemen's Dues

\$10 of the state cattlemen's membership will be contributed to the cattlemen for women's state membership.

Optional ANCW (national) dues are an additional \$50

National Cattlemen's Beef Association (National Dues) Cow/Calf Producers:

Cattle Owned: Dues

0 to 50 head.....	\$50
51 to 100 head.....	\$80
101 to 250 head.....	\$120
251 to 500 head.....	\$200
501 to 1000 head.....	\$300 + .20/head
1001 to 1500 head.....	\$450 + .20/head
1500 & up.....	\$600 + .20/head

Feedlot Operators:

10 cents/head marketed annually

Make Checks Payable To:

Utah Cattlemen's Association

150 S 600 E, Ste 10B
Salt Lake City, Utah 84102
(801) 355-5748
www.utahcattlemen.org

State Dues: _____

National Dues: _____

Women's Dues: _____

TOTAL: _____

President's Message From Page 1

Neat rows of hay stacked for the winter months ahead give us all a sense of accomplishment. The threat of rain in the air with the sound of thunder near. We need the rain and the smell is like a breath of fresh air. The smell of leather and horses as we saddle up for the day along with the clinking sound of spurs. The smell of sweat and dirt before the day is over. The beautiful mountain flowers, a cool breeze, and ponds full of water. Little buckaroos excited for the day. Fat cattle with fat calves contently grazing. The sweet smell of sagebrush. And don't forget the great mouth-watering smell of beef on a barbeque. The list goes on and on. Ranching has been tough since time began and will probably continue to be so. But, perhaps instead of always dwelling on price per pound, we need to think in terms of price per life experience. Like the cowboys of old have said, it is a great ride, a wonderful life and a great way to raise a family.

Gary Hallows
UCA President

Summer Convention Photos



Tyler Barker of Pfizer Animal Health addresses the young cattlemen's group



Superior Livestock Auction attracted many cattle and Utah producers to their marketing event



Nic Taylor and Laurie Munns enjoy visiting on the range tour of Ensign Ranch



Clyde Magnuson of the Big Blue Sale Barn and Lane Parker of Smithfield Livestock Auction participate in a marketing alternatives panel



Cattlemen's association members enjoy the view over Ensign Ranch



Jeff Young, Ensign Ranch manager, speaks to cattlemen's group during tour

Keller Cattle Genetic Harvest
FALL OPEN HOUSE
AND BBQ

Selling 35 premium females from the heart of our herd.

- 2009 heifer calves
- Show heifer prospects
- Bred heifers and cows

Silent auction from 12 p.m. to 5 p.m.

Saturday, September 19th, 2009

*At the farm
2100 South 800 West
Lewiston, UT 84320*



KELLER

Paul Keller - 435-512-4226 • paulandangiek@comcast.net
David Keller- 435-757-9875 • stacykeller7@yahoo.com

Cattle  *Corp.*